

DENSAN

(The Association for the Promotion of Traditional Craft Industries)
will introduce the great Japanese Traditional crafts to the world
at **Ambiente 2016**

From 12th to 16th February 2016, DENSAN -The Association for the Promotion of Traditional Craft Industries will exhibit the Japanese traditional crafts at Ambiente 2016, the leading international trade fair for the consumer goods in Frankfurt, Germany.



Aim and Intention

DENSAN -The Association for the Promotion of Traditional Craft Industries- participates in Ambiente 2016 for the third time, aiming for making an opportunity for introducing the beauty of JAPANESE traditional handicrafts produced by great craftsmen.

Since February 2014, the DENSAN association has made effort to generate brand awareness and create brand value in Europe, especially at Ambiente and Maison et Objet.

In recent years, there is a new trend in traditional products, which seeks for being well-designed, high-quality, and unconventional. It is the mission of the DENSAN association to publicize these crafts and to develop an overseas market.

At this year's Ambiente, we present 13 carefully selected traditional craftworks (by 14 companies and artisans), which were created with the skills cultivated and honed by the rich history and tradition of Japan's various regions, and yet still fit right in with today's modern lifestyle and culture.

Concept of DENSAN booth at Ambiente

DENSAN for Everyday Life - ULTIMATE HANDMADE - Bridging JAPANESE HANDICRAFT to the world

Recent years have seen the development of traditional DENSAN handicrafts: products for the modern lifestyle that combine a sense of history and heritage with excellent design and craftsmanship. At home and abroad, people are taking a fresh look at Japan's high-quality craft products, and interest in traditional Japanese handicrafts has surged. We are now showcasing to the international market the rich variety of work created by this artisanal movement, including tableware, accessories, stationery, interior decoration products and more. Each company's booth displays stylish traditional artworks (not for sale); as they compare the artworks and the products on show, visitors will enjoy all the more these contemporary forms rooted in the historical heritage of traditional handicrafts.

What is DENSAN

DENSAN Association is established in 1975 for the promotion of Traditional Craft Industries in Japan, affiliated with Ministry of Economy, Trade and Industry (METI) and runs a shop in Aoyama, Tokyo. DENSAN is a word, which means the Traditional Crafts of Japan.

In Japan, there are various ranges of traditional crafts from porcelain / ceramics and lacquerwares to textiles and papers. Most recently 222 craft industries are designated by the Minister of Economy, Trade and Industry.

<http://kougeihin.jp/>

OUTLINE

Ambiente

Period: **February 12 (fri) - 16 (tue), 2016**

Venue: **Messe Frankfurt**
Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany
<https://ambiente.messefrankfurt.com/>

Exhibition booth: **Galleria 0. A04, A05**

Theme: **DENSAN for Everyday Life**
- ULTIMATE HANDMADE - Bridging JAPANESE HANDICRAFT to the world

Participating companies and Handcraft type:

WATABUN CO., LTD. NISHIJIN-ORI (WEAVING)
BIZEN WARE SHOP DAIKURA BIZEN-YAKI (CERAMICS)
HIRADO KOHSYO DANEMON KILN MIKAWACHI-YAKI (PORCELAIN)
B PRIZE CORPORATION AIZU-NURI (LACQUERWARE)
ENDO TADASHI SHOTEN CO., LTD. (BITOWA FROM AIZU) AIZU-NURI (LACQUERWARE)
URUSHI ART HARIYA YAMANAKA-SHIKKI (LACQUERWARE)
YAMAICHI OGURA TURNERY NAGISO-ROKURO-ZAIKU (WOODWORK)
CHUSHIN KOBO CO., LTD. YAMAGATA-IMONO (CASTING)
MOMENTUM FACTORY ORII TAKAOKA-DOKI (METALWORK)
IKAZAKI SHACHU INC. OZU-WASHI (HANDMADE PAPER)
AKASHIYA CO., LTD. NARA-FUDE (WRITING BRUSH)
HIROSHIMA ARTIST BRUSH MFG. CO., LTD. KUMANO-FUDE (BRUSH)
KIMOTO GLASSWARE CO., LTD. EDO-KIRIKO (CUT GLASS)
TOYO-SASAKI GLASS CO., LTD. EDO-GLASS (GLASSWARE)

Space design: Hikaru Mori (ZITOMORI)

Graphic design: GAIMGRAPHICS

Produced: TRUNK LTD.

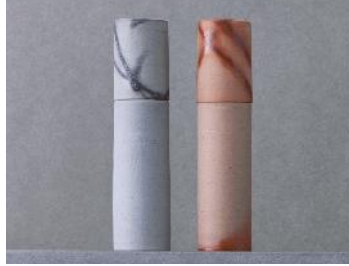
www.densan-world.jp

For high-resolution images:

The following images and DENSAN logo are available for media use.
To request images, please contact the public relations office shown below.



WATABUN CO., LTD.
NISHIJIN-ORI (WEAVING)
'Seigaiha'(blue ocean wave pattern)
& 'Moon' centerpieces



BIZEN WARE SHOP DAIKURA
BIZEN-YAKI (CERAMICS)
'hiiro' water carafe



URUSHI ART HARIYA
YAMANAKA-SHIKKI (LACQUERWARE)
'Mother of Pearl with Maki-e'
accessories series



MOMENTUM FACTORY ORII
TAKAOKA-DOKI (METALWORK)
'Orii marble' copper or brass tiles



AKASHIYA CO., LTD.
NARA-FUDE (WRITING BRUSH)
'Sai' watercolor brush



KIMOTO GLASSWARE CO., LTD.
EDO-KIRIKO (CUT GLASS)
'MOON' & 'KUROCO' cut glass

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